

Fig. 1

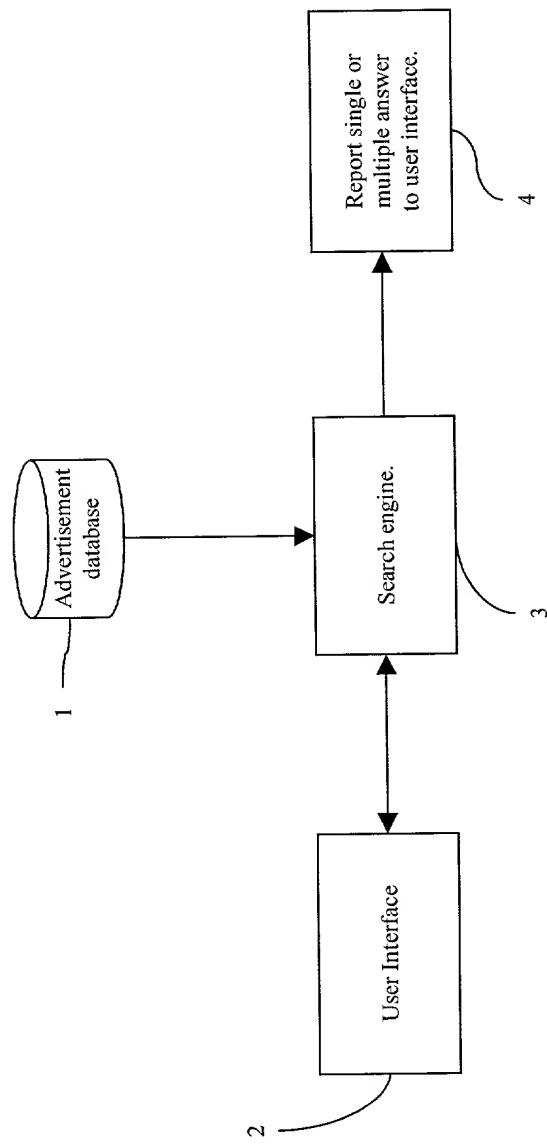


Fig. 2

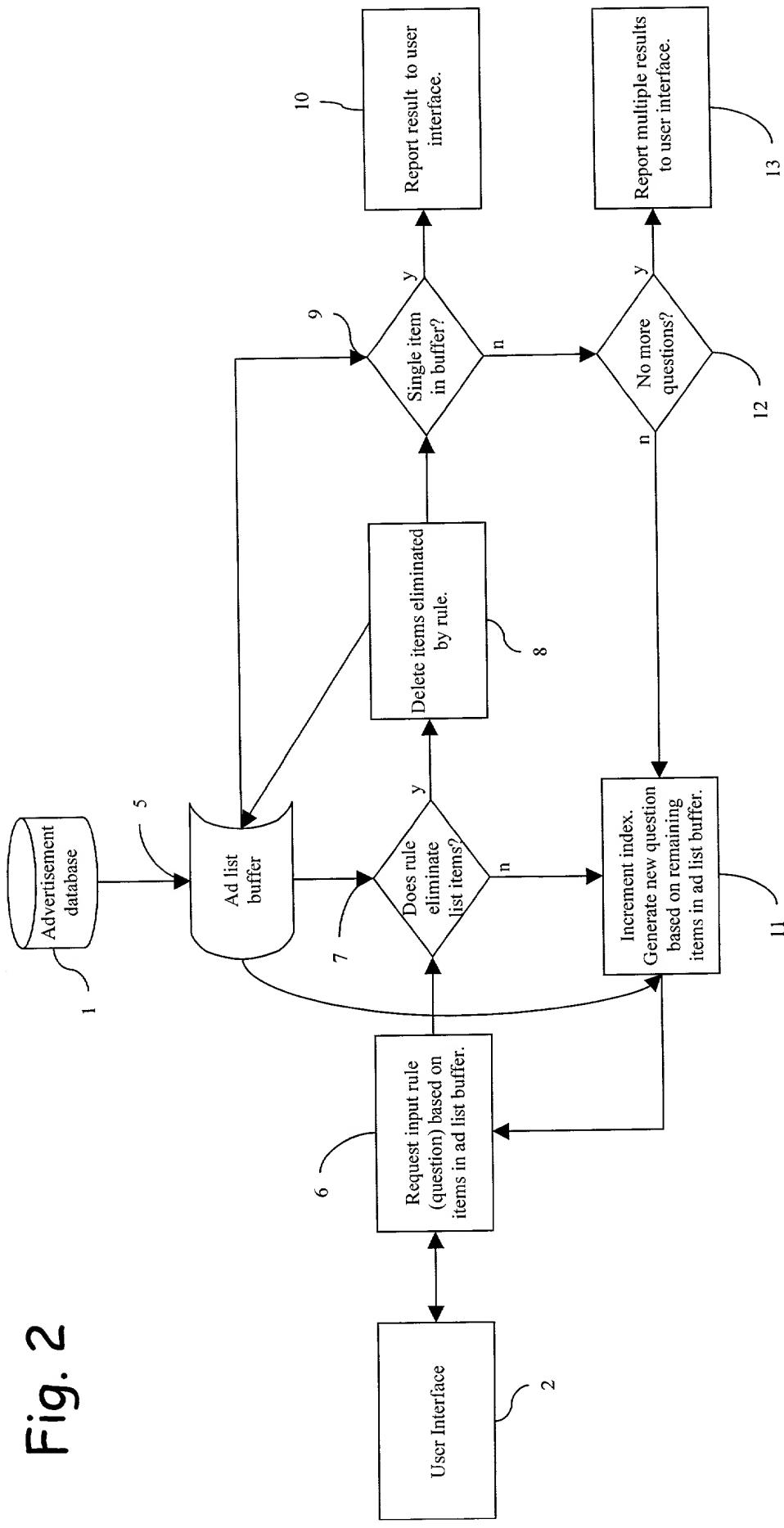


Fig. 3

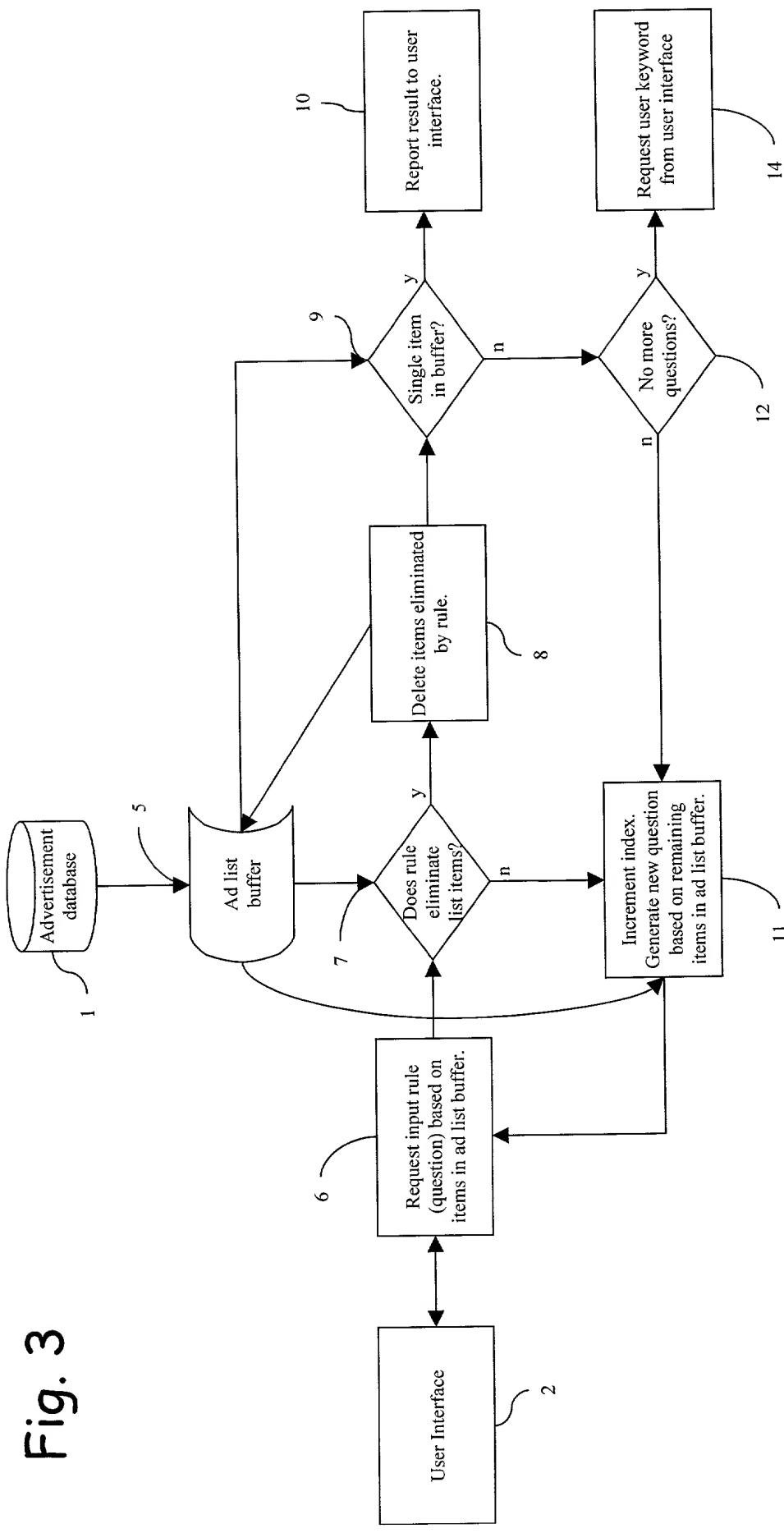


Fig. 4

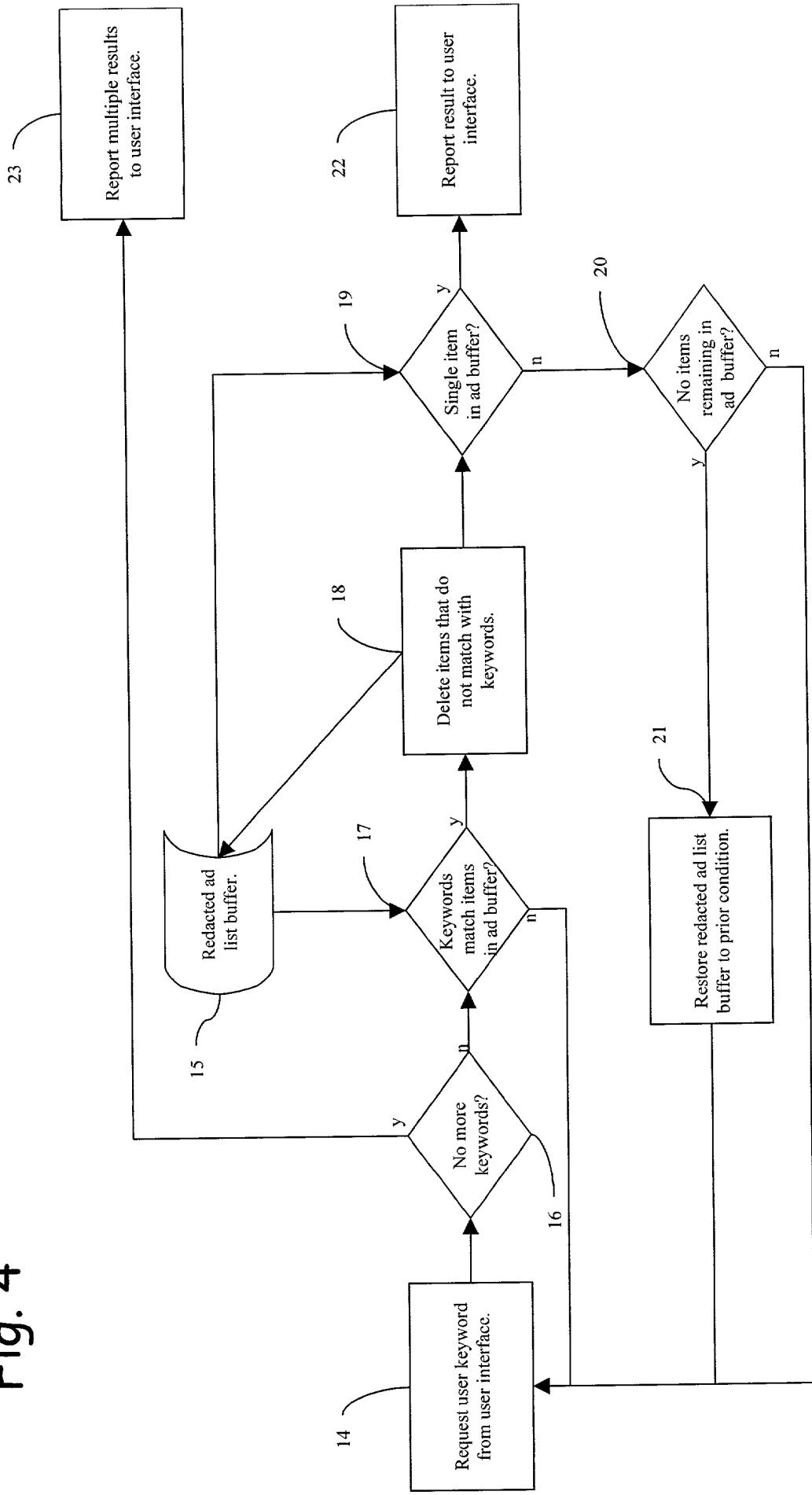


Fig. 5

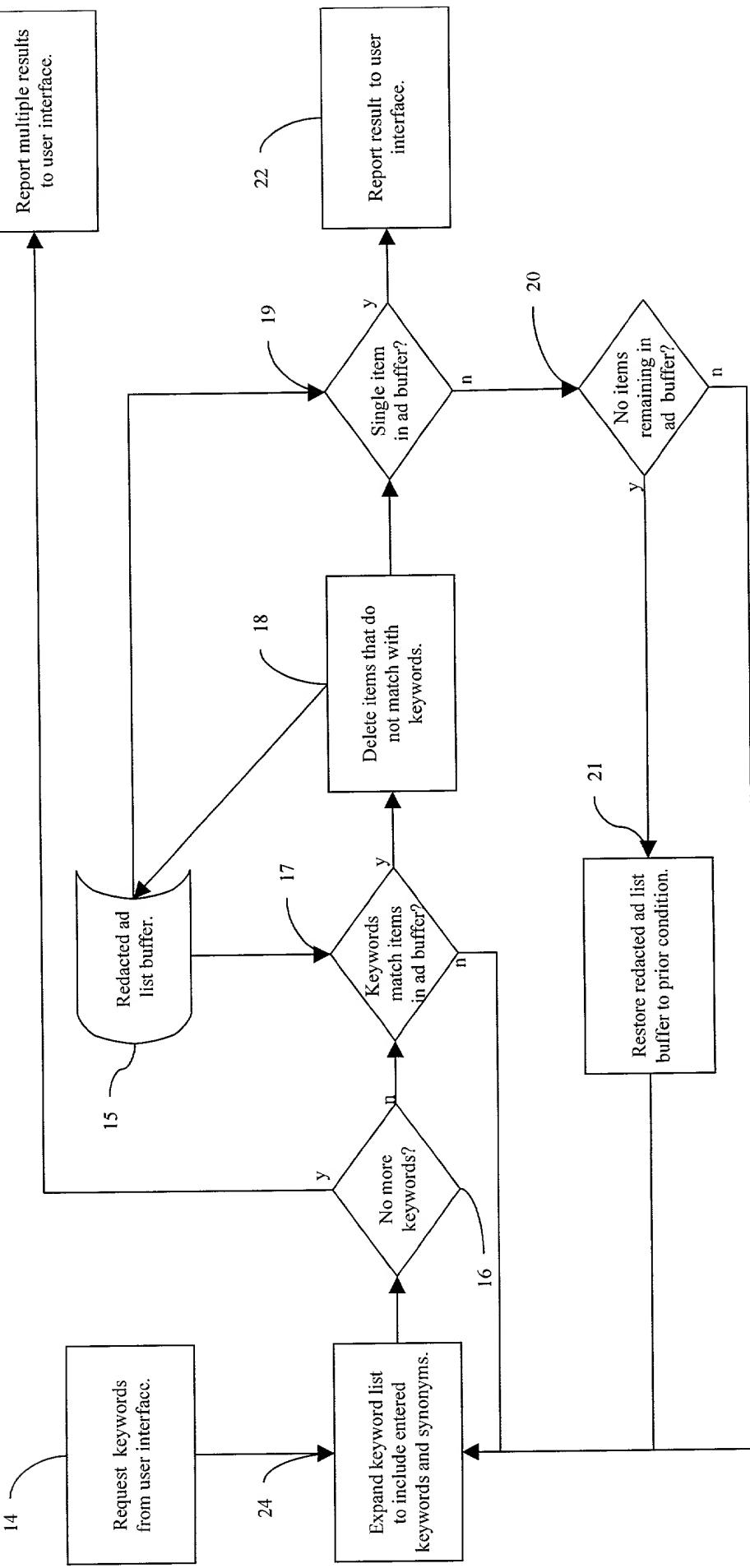


Fig. 6

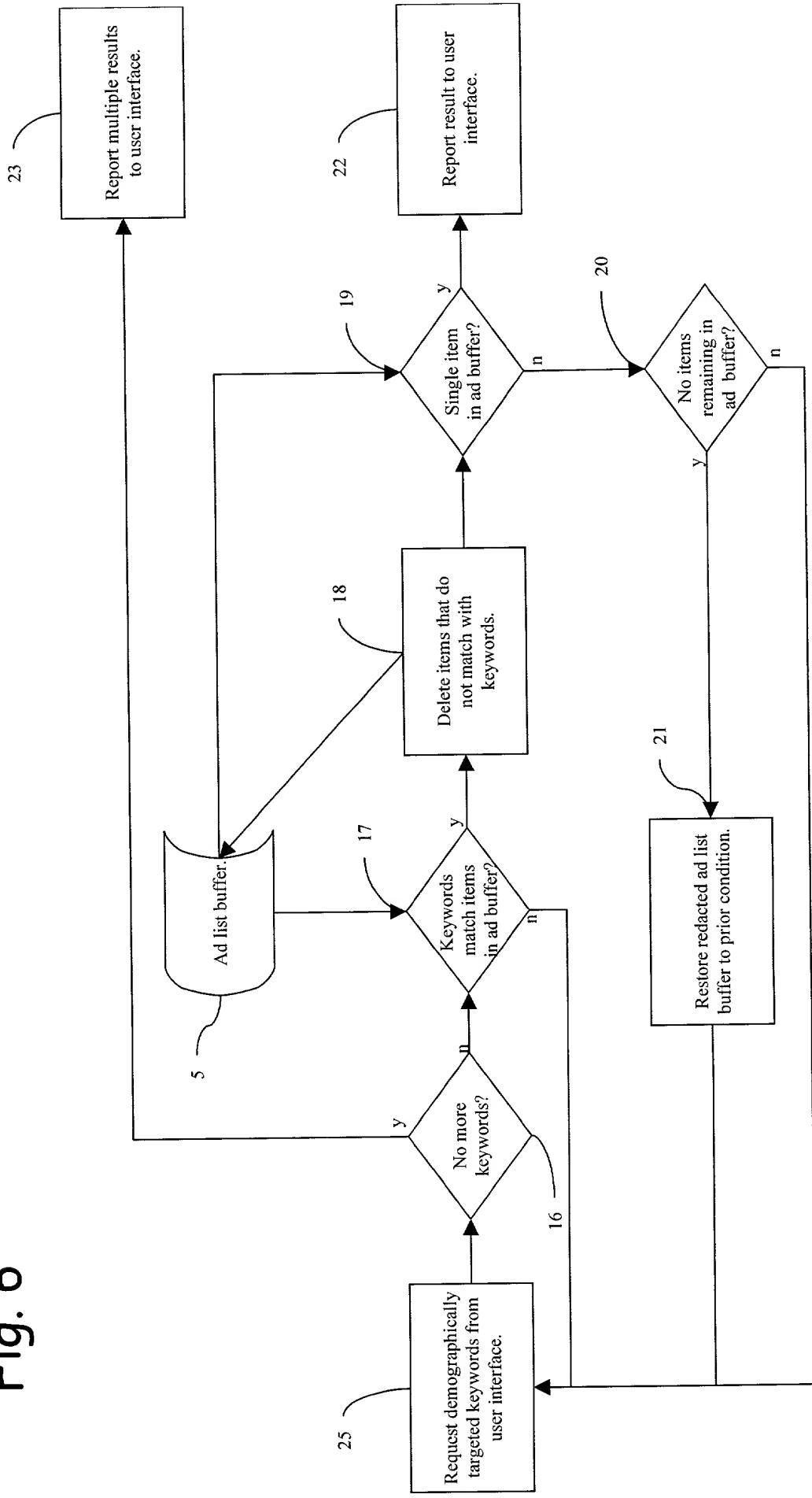


Fig. 7

A

Consumer Retrieval Form

Do you recall the name of the product or service?

- No (it's OK!)
- Yes

continue

B

Consumer Retrieval Form

I am looking for an advertisement I saw or heard:

- on the Radio
- on the Television
- on an Outdoor Billboard
- in a Newspaper
- in a Magazine
- Other

continue

C

Consumer Retrieval Form

What type of advertisement was it?

- Commercial
- Interview – Talk Show

continue

D

Consumer Retrieval Form

The product or service advertised was:

- for Personal Use
- for the Home
- a Vehicle or Vehicle Related
- for Travel
- for a Business

continue

Fig. 7 (Continued)

E

Consumer Retrieval Form

The Personal Use product or service advertised was:

- Clothing, Jewelry or Watch
- **Prescription Medication**
- Over-the Counter Remedy, Vitamin, Diet, Cosmetic, Diet, Hair Care, etc,
- Fitness or Equipment
- Retail Store (of any type)
- Tobacco or Alcohol
- Television Service
- Amusement or Event
- Food or Food Product
- Shampoo, Deodorant, Soap or Other Grooming Supply
- Technology, Computer Hardware/Software, or Office Equipment
- Hospital or Medical Clinic
- Games, Toys, Hobby, Craft (not software)
- Other

F

Consumer Retrieval Form

Enter what you do remember about the ad for Prescription Medication?

It may relieve my arthritis and help reduce the pain and stiffness in my knee and shoulder. A woman was climbing stairs and walking fast.

Fig. 7 (Continued (2))

Consumer Retrieval Form

Is this the ad you saw?

"If you suffer from pain, stiffness and inflammation caused by osteoarthritis, DueRelief™ can help. It's the #1 brand of prescription pain medicine.

Huge clinic studies show that DueRelief™ may cause indigestion, and abdominal pain...

G

No

Yes
Retrieve the Ad's Contact Information.

Consumer Retrieval Form

Here is the Ad's Contact Information.

**International Remedy
Pharmaceutical Corporation**

H

77 Sunset Lane
Rock Harbor, California 95032
213-555-7777

duerelief@irpcorp.com
www.duerelief/prodinfo/page/consumer/irpcorp.com